

MISA Ontario Logo Usage Policy

Policy No.:	M002	Approval Date:	September 9, 2008
Approved By:	MISA Ontario	Effective Date:	September 9, 2008
Subject:	Logo usage by members	Revision No.:	1

1. **POLICY**

1.1 MISA Ontario shall provide to member organizations upon request a version of its logo for display by the members on Web sites and electronic and print documents for the duration of the current membership year.

1.2 MISA Ontario shall also permit third-party organizations to display the logo under specified conditions.

2. **PURPOSE**

2.1 Goals of the policy are:

- 1) To enhance the prestige of MISA membership among member organizations;
- 2) To show recognition and appreciation by MISA Ontario for member support;
- 3) To enable associate members to differentiate themselves in the Ontario municipal IT market and so add value to their membership fees;
- 4) To display the MISA Ontario brand in appropriate and worthwhile circumstances.

3. **SCOPE**

3.1 Paragraph 1.1 of the policy applies to any organization that is a paid-up member of MISA Ontario in the current year, including affiliate members.

3.2 Paragraph 1.1 should be revoked if it results in significant misuse of the MISA Ontario logo, for example if members continue to display any version of the logo after the membership year has ended, despite requests not to do so.

3.3 Paragraph 1.2 applies to not-for-profit organizations including affiliate members and others. The logo is not authorized for use by for-profit organizations unless the Executive passes a motion to grant a specific exemption.

4. **RESPONSIBILITY**

4.1 The Communications Committee is responsible for approval and production of versions of the logo to be used under paragraph 1.1, and for disseminating to members the availability of the logo versions and the policy governing their use. The Membership Services Committee is responsible for monitoring use of the versions of the logo by members and ensuring that the policy is beneficial to the association and its members.

4.2 The Communications Committee shall:

- Assign responsibility for the design, production and approval of the versions of the logo to be used;
- Establish a timeline for availability of the logo versions;
- Decide how the policy and availability of the logo versions will be disseminated to members and assign the appropriate tasks;

- Assign responsibility for keeping records of the use of the MISA Ontario logo in accordance with this policy;
- Bring to the full Executive for approval, whenever possible, any requests for use of the MISA Ontario logo by third-party organizations, in accordance with paragraph 1.2. If it is not practical for the Executive to consider a request on a timely basis, the President in consultation with the Communications Committee shall decide whether a request is to be approved. If the President is not available this role shall pass to the Vice President.

The Membership Services Committee shall:

- Receive and compile any reports of misuse of logos or versions;
- Assign responsibility for contacting any non-compliant members to request compliance with the policy;
- Bring a motion to the Executive to revoke the policy, or a paragraph of the policy, if necessary.

5. GOVERNING RULES AND REGULATIONS

5.1 Activities required to attain the policy goals under paragraph 1.1:

- The Communications Committee directs the creation of the versions of the logo to be distributed and defines their format(s).
- The Communications Committee oversees dissemination of information about the logos to members.
- The Communications Committee ensures that new versions of the logo are prepared for each membership year.
- The Membership Services Committee brings to the Executive any reports on membership usage of the logo versions.

Paragraph 1.2 applies when a public-sector group or association is planning an event, conference or initiative with which MISA Ontario wishes to be publicly affiliated. Authorization for use of the MISA Ontario logo by the third party, as described in paragraph 4.2, is given when:

- The event or initiative in question deals with a subject matter of beneficial interest to MISA Ontario members;
- The third party is known to the MISA Ontario Executive as a respected organization;
- Publication by the third party of the MISA Ontario logo in promoting the event or initiative will reinforce the reputation of MISA Ontario as a worthy and influential association.

5.2 The versions of the MISA Ontario logo to be prepared in accordance with this policy shall include a space to the right of the logo for the member's name and/or logo, as determined by the member, and the words "MISA Ontario Member (year)" or "MISA Ontario Associate Member (year)" below the identifier.

6. RECORDS, FORMS AND ATTACHMENTS

- 6.1** The Communications Committee is responsible to see that records are kept of any and all uses of the MISA Ontario logo, or versions of the logo, by both members and third parties.